

## CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

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Date: 5/12/06By: Patti Hespell  
Patti HespellMail Stop AFIN THE UNITED STATES PATENT AND TRADEMARK OFFICE**In Re: Patent Application of Charles A. Eldering**

Conf. No.:	3450	:	Group Art Unit:	2617
Appln. No.:	09/658,204	:	Examiner:	Usha Raman
Filing Date:	08 September 2000	:	Attorney. Docket No.:	T723-00

Title: Targeted Advertising Through Electronic Program Guide

RESPONSE AFTER FINAL REJECTION

This paper is being filed in response to the December 29, 2005 Final Office Action in the above-identified patent application, and is being timely filed by virtue of the accompanying Petition for Extension of Time (two-months), which extends the period available for reply to May 30, 2006 (May 29 being a Federal holiday).

Please consider the following remarks: